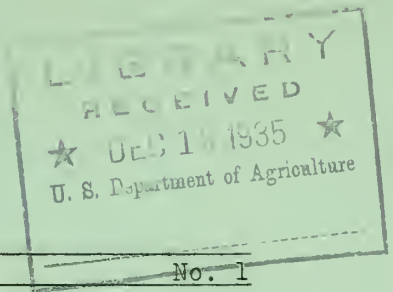


Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

THE HOOK - UP



Vol. 1

November-December, 1935

No. 1

Presenting

EXTENSION EDITORS

A. J. Sims, Tennessee	Extension on the Air	1
Duncan Wall, Oklahoma	Listener Surveys in Oklahoma	3
	Around the Editorial Dial	4

COUNTY EXTENSION AGENTS

R. M. Murphy - Knoxville, Tennessee	The Radio Farm Hour as an Extension Medium	6
R. L. MacDermid - Newport, Vermont	Getting Farmers to Talk	7
George F. E. Story - Worcester, Mass.	Riding the Ether	8

LAND GRANT COLLEGE STATION TALENT

D. E. Noble, WCAC	Two Alternatives Ahead	9
Mrs. Zelta Rodenwold, KOAC	Listening and Discussion Groups	10

U.S.D.A. RADIO WORKERS

Morse Salisbury	Right Off the Teletype	12
	Trouble Department	13

Please send contributions to
Alan Dailey, Radio Extension Specialist,
United States Department of Agriculture.



A ROUND-ROBIN CIRCUIT LINKING FARM & HOME BROADCASTERS

Issued by the Radio Service of the Office of Information in co-operation with the Visual Instruction and Editorial Section of the Extension Service, United States Department of Agriculture.

Vol. 1

November-December, 1935

No. 1

WE TAKE PLEASURE IN INTRODUCING -----

Several State Extension Editors and Land Grant College radio administrators have suggested the need for some sort of exchange through which they might speak their minds and keep in touch with what the other fellow is doing in radio broadcasting. Herewith we present the result of our first effort toward meeting this need.

In common with first issues, this one may be a little too stiff, a little too formal and dignified for an honest-to-goodness clearing house of experience and thought. This is not an apology. We are more than proud of the quality of the contributions and of the character of our initial contributors. But perhaps you will feel that we should have more institutions and more individuals represented each time, more and shorter items, more variety. Perhaps there are particular topics you would like to have discussed. And so on. What do you think?

One thing we want to make clear. This is YOUR publication, in the strictest sense. We'll even discontinue it, if you say so. The point is, we need your help to make it the kind of house organ you want.

Your encomiums, brickbats and suggestions are cordially invited.

WITH EXTENSION EDITORS

EXTENSION ON THE AIR

A. J. Sims, Extension Editor, Tennessee

With all the perplexities of the AAA and a thousand and one other problems that have beset Extension workers in recent years, Extension work is perhaps like most everything else, somewhat "up in the air".

At any rate, Extension work in Tennessee is "On the Air" with a chain of seven commercial radio stations which are cooperating with the Extension Service and the Radio Service of the U.S.D.A. in broadcasting Farm Flashes and Housekeepers' Chats programs daily except Sunday.

At the outset, I might as well make an honest confession and say that when Morse Salisbury and others first began to talk about the radio as an Extension medium some 10 years ago I was totally skeptical. I was convinced in my own mind that the personnel, expense, time, bother, etc., involved would be out of all proportion to results that might be expected.

The idea of a college-owned and operated station was to me a thing out of the question, and, so far as Tennessee is concerned, still is. The shape of the state -- approximately 100 miles wide and 600 miles long, with mountain ranges cutting across it and the University within 125 miles of one end of the state -- makes it impossible to reach all sections with anything short of a very powerful station which would reach as many people in each of 10 or 12 other states as it would in Tennessee.

However, in 1932 I began to wonder a little about the radio -- to wonder if we were overlooking something. A local station, WNOX, Knoxville, secured a new manager who had had some experience with College and Extension programs. He wanted us to cooperate in putting on a program of two 15-minute periods a week, Tuesday and Friday.

The idea was to have different members of the College and Extension staffs take part, presenting talks on scheduled days. The talks or papers were of the cut and dried, straight "how to do it" information or classroom instruction type.

From all appearances this program which was continued for about four months was a complete flop. Listener response was nil. The staff members "ran out of soap", so to speak, and the assignments became a bore and a nightmare to some of them. They escaped the assignments every time possible on all sorts of excuses.

I was about ready to wash my hands of the whole thing -- to say to myself, "the place of the radio is to entertain and not to instruct", when Alan Dailey, Radio Extension Specialist of the U.S.D.A., appeared on the scene with a plan to cooperate with us in supplying commercial stations in the state with a daily, except Sunday, 7 to 10 minute radio program -- Farm Flashes.

Still not sold, but willing to give it a try, we agreed to cooperate in localizing, rewriting when necessary, and distributing this program to stations willing to cooperate. Some of the stations had been receiving this service direct from Washington and using it for filler any time during the day that a vacant period occurred from 6 a.m. to 10 p.m.

The first serious and important step to make something worthwhile out of this program was taken with Station WNOX when the manager agreed to put it on at a stated time, 11:45 daily except Sunday, with County Agent R. M. Murphy in charge. This was early in 1933.

Just here I suggest that you read,
(Continued on next page.)

EXTENSION ON THE AIR
(Continued from page 1.)

if you have not already done so, Agent Murphy's story of his experience with this program which appears elsewhere in this issue. He has done an outstanding piece of work for which he deserves the highest commendation.

In 1933, Dailey visited several other stations in the state and interested them in giving Farm Flashes a regular daily spot around the noon hour with station announcers as readers. In 1934, the writer visited some of the stations with Dailey. It was evident that interest was growing in the program. The stations were asking for a county agent or some other person grounded in agriculture to handle the program, adding local color, announcements of interest to local farmers, etc. The news of what WNOX and Agent Murphy were doing was spreading.

This brings us to January, 1935, when Dailey spent a week with me visiting six of the cooperating stations with the view of establishing 15-minute Farm and Home periods to be conducted by county farm and home agents of the counties in which the stations were located. Such arrangements were made with each of the six stations, but one failed to provide a satisfactory period -- between 11:30 a.m. and 1 p.m. We are hopeful, however, of being able to get this matter adjusted and the cooperation of this station in the near future.

The other five stations, WOPI, Bristol; WNOX, Knoxville; WSM, Nashville; WTJS, Jackson; and WNBR, Memphis, have continued the programs throughout the year with excellent results. The county agents usually take four days each week with Farm Flashes and the home agents two days with the Housekeepers' Chat programs.

The agents in Shelby County, Memphis, where WNBR is located, also cooperate in agricultural programs with WMC and WREC, presenting one or two programs

weekly. The program is given once or twice weekly by the county agent and twice by the home agent on Station WOPI. A station announcer reads the Farm Flashes on other days.

At WNOX, Knoxville, Agent Murphy gives the Farm Flashes at 11:45 daily and the Home Agent presents the Housekeepers' Chats twice each week at 8:30 a.m. At WSM, Nashville, Farm Flashes are given with the market reports five days each week by a member of the State Department of Agriculture staff, and Housekeepers' Chats are presented on Saturday at 9 a.m. by the district home demonstration agent.

A small station, WSIX, at Springfield also cooperates by having the programs read daily by a station announcer. This leaves only two small stations in the State, in addition to one with which negotiations are now underway, not cooperating with us. These are in the larger cities where we have other stations cooperating.

The cooperating stations are well distributed throughout the state, covering every section. Results thus far have convinced me that radio programs of this type, when handled by county agents, who add local color, are a very worthwhile extension medium. Our method of handling the programs is still far from perfect as is the way in which they are presented by both the agents and the stations. We hope as time goes on to make improvements until we have something really worthwhile.

* * * * *

KANSAS' SPOT NEWS SERVICE

L. L. Longsdorf, Kansas Extension Editor, gets out spot news releases to radio stations in conjunction with his regular daily syndicate service. If the news is very "hot" he sends it by wire. Otherwise, he forwards special sheets, marked "Immediate Release", by mail.

* * * * *

L I S T E N E R S U R V E Y S I N O K L A H O M A

By Duncan Wall, Extension Editor, Oklahoma

"It's fine, but do farmers listen?"

That was a pretty general campus question about the Oklahoma A. & M. College Extension Service radio program. After surveys in two counties, we are prepared to say that quite a number of farm families do listen. The surveys are not conclusive, but they are indicators and helpful guides.

Oklahoma A. & M. used 45 minutes, following the National Farm and Home Hour over KVOO at Tulsa by remote control up to last year. Last year we used 30 minutes beginning at 6:30 a.m., Monday through Thursday, music and talks. Seven months ago, also, a program directed by the local County Agent was set up on KUMA at Oklahoma City, 12:15 to 12:30 p.m., five days a week.

A survey was made in Oklahoma county in cooperation with Joe Spencer, County 4-H Club Agent, through 4-H club members in all rural schools. A brief questionnaire was answered by children from the fifth grade upward through high school, with instructions to indicate preferences on a family rather than a personal basis. There were 2,656 answers received, 1,336 with radios in working order. Many neighbors with radios were listed, too.

In Tulsa county, 88 home demonstration club members answered the questionnaire. Mrs. Lenna Sawyer, Home Demonstration Agent, reported that when blanks were distributed at club meetings a good many women who did not have radios did not answer, thus preventing true determination of the percentage of farm families having radios. Seventy-three were reported, 65 in working order. Most responses listed one to four neighbors having radios.

In Oklahoma county, 528 families heard the A. & M. program more or less regularly; 139 occasionally; 936 did not listen. There were 847 who heard the National Farm and Home program more or less regularly, 162 occasionally, and 560 did not hear it.

In Tulsa county, 52 families heard the A. & M. program more or less regularly; 15 occasionally; six did not hear it. Fifty-six families heard the National Farm and Home program more or less regularly; 14 occasionally; three did not hear it.

Finally, here are the tabulated preferences as to types of program preferred, by the families of those reporting, and the time when they prefer to have a farm and home program:

	Oklahoma	Tulsa
Classical music	76	15
Popular music	257	--
Cowboy or mountain music	362	9
Variety programs	327	--
Plays	677	--
Reviews (news and sports)	18	2
Patter (Comedians)	434	--
Educational	142	9
All types	---	20
Listen at noon	218	32
Listen at evening	542	25
Other times	240	6

"COMMUNITY NIGHTS" PROGRAM

From F. E. Perkins, New Hampshire:
"Another program for our recreation staff is in preparation. The aim is to promote our "Community Nights" project throughout the state. The program will open on a scene of "Community Nights" celebration under way with old-fashioned square dance music, hand clapping, stamping and the shouts of the dance caller. This will fade into the background after the first minute and the microphone will "focus" on two characters in one corner of the hall who are carrying on a discussion in which, with casual reference to the music or the dancing in progress, they will describe what "Community Nights" are, how they are conducted, the advantages of such socials, and how the help of the County Recreation Advisor can be obtained. The radio scene will shift again to the dance floor as the program closes."

AROUND THE EDITORIAL DIAL

N.H. Uses Sound Effects,
Records, to Brighten Programs

F. E. Perkins, in charge of the radio-news service in New Hampshire, sends some notes on the production side of extension program planning:

(Editorial Note: At Manchester, the home demonstration agents of three counties alternate to broadcast on Mondays, the county agents on Fridays, and the club agents on Saturdays. On the other three days the station announcer presents manuscript programs -- a news program on Tuesday, market reports on Thursday, and subject matter on Wednesday. The Extension Service maintains a similar program on WHEB, Portsmouth, and an all-manuscript program over WLNH, Laconia. Also, a weekly period in the New England Agricultural Program over WEZ, Boston.)

"We have made arrangements with the Manchester station to brighten our daily program through the use of the same identification music or sound effect to introduce the particular program of the day.

"On the Monday home program, conducted in rotation by the Home Demonstration Agents in three counties, the special music theme would be Percy Granger's 'Country Gardens'. On the Tuesday news program featuring the New Hampshire Farm Reporter, the sound effects to follow the general identification music would include the racket of a typewriter followed in quick succession by the click of a linotype and the screech of the metal saw, and other composing room noises; the roar of the newspaper press, and the shouts of news boys on the streets. The national 4-H club march would be used as the special theme for the Saturday '4-H Club Rendezvous'."

"We also attempt to incorporate phonograph records into our weekly program on WBZ whenever the subject lends itself to such treatment. Our last broadcast illustrates this point. It was planned as a 'teaser' for a fall foliage festival to be conducted by one of our County Recreation Advisors. The program opened with appropriate recorded background music for the announcer's introduction. Other special music at intervals represented the fairy-like approach of the Spirit of Autumn and the dancing of Ukranian and Scottish children. All this was background for conversation by the characters in the radio drama which kept the story moving.

"On all our broadcasts we try to avoid set address, using such substitutes as the interview, the conversation, the question and answer method, and what might be called vocal headlines injected at frequent intervals throughout what would otherwise be a straight speech."

* * * * *

Oklahoma Also Stresses
Production in New Program

The increasing attention given to production methods is also illustrated in plans for the Oklahoma A.&M. College program launched this fall over KOMA, Oklahoma City.

Last year the Oklahoma A.&M. carried on a half-hour early morning program over KVOO, Tulsa, four days weekly, by remote control from the campus. The new program, also by remote control, will take 15-minutes five days a week at 12:45 p.m.

In announcing plans for the 1935-36 broadcasts, Duncan Wall writes:
(Continued on next page)

"The program is to be called "A&M's Farm Dinner Club." The idea to be carried out is that the radio brings all farm families into membership in a dinner club corresponding to the civic clubs in town. We hope to enroll and introduce new members just as civic clubs do. The announcer will be the Dinner Club toastmaster. The news flashes at the opening of the program will be given as if he were reading the headlines from the day's farm paper. Then it will be time to introduce the guest of the day, who is the speaker to the Farm Dinner Club.

"We want to make this a very informal type of program, suitable to the dinner hour in the farm home, just as if the speaker were a guest who had dropped in to dine and talk around the table.

"In line with this idea, we want to present our A&M Farm Dinner Club guest speaker as if he or she were taking part in the dinner table conversation and answering questions of the family. Of course, the radio audience cannot ask questions. Therefore, we plan to have the Dinner Club toastmaster interview the guest, asking those questions which the audience would like to ask if the radio permitted. In the case of women speakers, we plan to have a Dinner Club hostess who will introduce the women guest speakers and conduct the interview."

* * * * *

Three Agencies Cooperate in Maine Farm News Broadcasts

Glenn Rule, Maine Extension Editor, announces inauguration in October of the Maine Farm Radio News Service, a 5-minute 5-day-a-week program to be broadcast over each of the five radio stations in the state.

Previously the Extension Service had carried on a weekly program on three stations. Under the new set-up, the

Extension Service, the State Department of Agriculture, and the Experiment Station are cooperating to furnish daily broadcasts. The Extension Service and the State Department are each responsible for two periods weekly, the Experiment Station for one period.

Worthy of special mention is the memorandum of agreement setting forth the definite responsibilities of each of the cooperating groups, and approved by each. This memorandum has been mimeographed.

The radio station agrees, among other things, to "preserve the allotment of time until it is mutually agreed to be changed by all parties involved." The three agricultural agencies agree to have a representative deliver the broadcast in person whenever that is possible. Otherwise the station announcers will present the programs.

Vermont Holds Radio School

The Vermont Extension Service reports a very successful one-day radio "school" and clinic held last June.

Among the topics discussed were "Radio Relationships," "Getting Across an Idea," "Writing the Radio Talk," "Giving the Radio Talk," and "Giving Publicity to the Radio Talk."

A feature of the clinic, which was led by G. Emerson Markham, director of Agricultural Broadcasting for WGY, Schenectady, N.Y., was the writing and scoring of 2-minute radio talks.

New Hampshire Plans Round Table.

The New Hampshire Extension Service is setting aside one afternoon during the annual state extension conference in December for a radio round table discussion of radio problems and technique.

WITH COUNTY EXTENSION AGENTS

THE RADIO "FARM HOUR" AS AN EXTENSION MEDIUM

By R. M. Murphy, County Agent, Knox County, Tennessee

At the beginning of 1933 our office was asked to assume responsibility for a daily 15-minute broadcast, except Sunday, of the Farm Flashes radio program over station WNOX, during the farm hour 11:30 to 12:30 p.m. each day.

The program was popular right from the start and our audience has increased until it now numbers thousands throughout Kentucky and southwest Virginia, more than 100 miles distant. Manager Saumenig, of the station, tells us that it reaches more people daily than any other feature on their program.

Material of timely interest is prepared by the Radio Service of the United States Department of Agriculture and sent to the Agricultural Extension Editor of the University of Tennessee, where it is localized and relayed to our office, ready for each day's program.

We have been able to use 90 percent or more of the material sent us. An occasional flash has not appeared to us to have any particular local interest, and we have reserved the privilege of making substitutions in such instances. The addition of items of local interest and the supplementing of material with announcements of meetings to be held, demonstrations, the arrival of rental and benefit checks, has been used to hold interest. This has been the secret of the continued popularity of the program. The listeners are afraid they might miss some announcement of interest to them personally, and while they are listening for this, they hear the message of the day.

A farm machinery salesman tells this story. He was way out in the middle of a farm talking to a farmer and had, he was practically sure, concluded a sale, when the farmer asked him what time it was. He took out his watch and told him it was 11:30. Whereupon the farmer promptly dismissed the sale from his mind, stating that it was time for the Farm Hour, and proceeded to hurry toward the house.

We conclude the Farm Flash program each day with the hog market quotations from markets which influence our own local markets -- Chicago, St. Louis, Cincinnati, and Nashville -- and then give the Knoxville market. During the spring lamb marketing season, May 1 to July 1, we use a daily wire from the Jersey City Market, and special announcements of seasonal operations forewarn our growers and protect them from the wiles of the trader. Our section is literally infested with livestock traders. A few seasons ago just prior to our annual wool pool the market advanced suddenly and unexpectedly. The traders found this out and slipped out quietly and bought up more than half the wool in the section at a price less than half of what it sold for in the pool.

The daily broadcast gives us the opportunity to supply the farmer with the very latest information right when he needs it. He is always on the lookout for something of this sort, and this holds his attention to the message which we wish to impress upon him each

(continued on Page 7)

The Radio Farm Hour
(Continued from Page 6)

day. It is very important that the material be kept timely and that suggestions of things to be done come sufficiently in advance of the time for doing them to allow plans to be made or changed. The greatest difficulty with which we are confronted is finding the time to segregate the material available and give it a little local color.

It is now nearing the end of the third year of daily broadcasts, and the interest in them appears greater than ever. I believe that radio is the greatest extension aid yet invented. We are reaching thousands of farmers daily with our message where formerly we could reach at most a dozen or so. In our own particular case, this service can be greatly improved upon through cooperation of County Agents in the other counties of the section in supplying material of immediate interest to their own people.

* * * * *

CALIFORNIA AGENTS BROADCASTING

County Agent M. B. Rounds, Los Angeles, probably holds the record for sustained daily broadcasting. His program ran continuously for six years, from 1928 to 1934. He and his staff are now broadcasting twice weekly during a Western Farm and Home period.

County Agents Frank Beyschlag, El Centro, and E. L. Stanley, Sacramento, have been broadcasting since 1932 over stations KXO and KFBK respectively. Mr. Stanley broadcasts daily; Mr. Beyschlag four days a week.

AGENT H.L. OFFICE MICROPHONE

Station WBOW, Terre Haute, Indiana, has recently installed a microphone in the office of County Agent Redenbacher.

GETTING FARMERS TO TALK

By J. L. MacDermid, County Agent
Newport, Vermont

(Editorial Note: The following is an excerpt from a letter. Mr. MacDermid, the author, won the state award given last year for the best radio talk prepared by a Vermont Extension Agent.)

"I've used local farmers on my scheduled time on radio stations, with good results. Use of local farmers provides variety, makes a friend for life out of the farmer, and guarantees all his neighbors as an audience. The chief handicap is that it's more work than writing and giving the talk yourself.

"My procedure in this case is to visit the farmer and first secure his cooperation. Then, if the talk is on spraying potatoes, I ask him how he sprays potatoes, and ask him all the details.

"In answering the questions, he forgets what we're really trying to do and I'm able to make notes on his actual manner of explanation, his manner of sentence construction, and of words and expressions which he is in the habit of using. A little ghost writing (with only errors in grammar and swear words deleted) and the farmer finds that the talk is all prepared for him and that all he has to do is take the day off and go to the radio station to read it.

"I once worked the same idea in a farmer dialogue. I picked two men with different voices (one had a heavy voice with a decided accentuation -- and the other voice was of similar depth of tone, but carried a decided drawl.) We worked out the written talk using the typical personalities of the two men and their pet expressions, and the County Agent acted as guest announcer for them."

* * * * *

George F.E. Story, County Agent, Worcester, Mass.

The use of radio by the County Agent in reaching his farm constituency is a far cry from the old open Ford that used to bump along over back country roads rain or shine, and just as truly as the old Ford had its place, and did its work, we feel that radio has its place in our modern fast-moving society.

It is taken for granted that a person, to get the most out of radio, must actually know many of his listeners and they in turn must have confidence in him. From this point it is merely a question of how to reach the greatest number in the least time, with emergency or timely information. In our opinion, by no other means could the thousands of people who listen daily to our 15-minute broadcast be reached in any other manner. Naturally, our confidence has been the result of experience over the past 13 years, for we started broadcasting in Worcester County when Clark University had the first College set in this part of the country. Later, when Station WCTS became the commercial outlet for news, we cooperated with them, and for the past four years we have broadcast each week-day from WTAG at 12:30 p.m., which we find to be a most satisfactory hour.

Our constant thought has been to interpret agriculture to our listeners, and in a section like Worcester County that has not always been an easy matter, because there are many consumers whose interest is necessary for a profitable outlet for our products. There are also many suburban dwellers who wish to have our recommendations to the commercial men adapted to meet home conditions, and we also are fortunate in having a widely diversified type of agriculture. To some degree this diversification has made it simpler, because the programs could be continued without undue repetition. And, of course, we make use of visiting

leaders in the agricultural field, college specialists, and practical farmers.

May I urge all Extension agents to consider carefully the tremendous field which radio opens up to you as a means of better accomplishing your work. Instead of being just another task, we find it possible by using radio to reach many more people at the same time; we drive fewer miles, and inflict fewer circular letters upon our unsuspecting friends.

In my humble opinion, there is no single agency better suited to the advancement of Extension teaching than is the radio.

* * * * *

"COUNTY AGENTS' CALENDAR"

A "County Agent's Calendar", giving announcements of county-wide events, is being broadcast daily over an early morning farm hour over stations KRNT and WMT in Iowa.

According to L.R. Combs, Extension Editor at Iowa State College, the "Tall Corn Time" program is broadcast from 5:00 to 6:30 a.m. over both stations. The farm program continues on KRNT until 7:00 a.m. Mr. Combs and C.R. Daly, farm program manager for the Iowa Broadcasting Company, jointly invited all County Agents, 4-H Club Agents and Home Demonstration Agents in Iowa to send in announcements of county-wide meetings, rally days, achievement days, picnics, and similar events. Mr. Combs has supplied the agents with a mimeographed form on which such events can be reported to the station.

Arrangements are being made for County Agents to speak three mornings a week on the farm program at 6:15 a.m. Tentative plans call for at least one Iowa 4-H Club program a month over Station KRNT at noon Saturday.

TWO ALTERNATIVES AHEAD

By Dan Noble, Director, WCAC

WCAC, the station of the Connecticut State College, has been in operation since the spring of 1923. The station has been maintained in the hope that the interest in radio broadcasting as an aid to educational activities would grow. With that growth would come a demand for an adequately powered State Station to serve the people of the state with non-commercial programs and to further the work of the Extension Division.

I am convinced that there is need for a State Station in Connecticut. I am convinced that every State College must accept the responsibility for the existence or non-existence of non-commercial radio programs within the borders of its state. Unfortunately, Connecticut is in the congested broadcasting region and any attempt to find a broadcasting channel for the operation of an adequately powered station would be met with difficulties which would be insuperable even if the funds could be found to finance the stations.

WCAC operates one-half hour each day except Saturday and Sunday from 12:30 to 1:00 and from 4:30 to 5:00 Wednesday afternoons. The power is 500 watts. Several years ago, WCAC operated from 7 to 8 p.m., Monday and Friday inclusive, with a power of 250 watts, in addition to the daytime schedule, but the great amount of interference on the 600 KC channel used vitiated any efforts to extend the range of the night transmission beyond a 10-mile radius. To be effective in Connecticut the State Station would need a power of at least 5 KW on a frequency free from interference.

Without going further into the difficulties which must be surmounted if a satisfactory State Station is to be established, I shall state the alternative course which is under consideration. There are two possible alternatives for the transmission of non-commercial programs:

1. Use high frequency channels.
2. Use commercial station gift time.

Nearly all new sets sold are all-wave sets. The audience of shortwave listeners is daily growing larger. The development of the short wave and the ultra short wave broadcast and television channels will have a profound effect upon the broadcasting industry. The number of transmitters which may be operated in the ultra high frequency region of the radio spectrum is so great that many thousand broadcast stations may operate simultaneously without interference. To the short waves, then, we may look for the solution of the non-commercial broadcasting problem.

But the wide use of the short wave spectrum must wait for future development. During the waiting period, wise use may be made of the second alternative, broadcasting during gift-time periods allotted by the commercial stations for educational purposes. The nearest commercial station to Connecticut State College is 25 miles away and there are no telephone wires of suitable characteristics available for the transmission of broadcast programs from the college campus to the commercial station. If the College is to make use of gift-time on the commercial station, the speakers must either be sent to the station or the programs must be relayed by short wave transmission to the station.

The relay system has definite advantages over the travel arrangement, and for that reason experiments were conducted to determine whether an ultra short wave relay system would be possible. Five-meter contacts with Hartford, the city of the commercial stations, were successful with a directional array transmitter system. A construction permit was later granted and a three-meter transmitter is now under construction. An oscillator, buffer, amplifier, resonant-line controlled transmitter will

(Continued on page 11)

KOAC LISTENING AND DISCUSSION GROUPS

By Mrs. Zelta Rodenwold, Home Economics Program Director, KOAC

Three types of listening and discussion groups are in various stages of development by KOAC, the state-owned radio station of Oregon -- radio clubs, meeting to discuss family life interests; high school Girls' Leagues, tuning in for the weekly "Half Hour in Good Taste"; and groups correlating correspondence study course outlines with radio talks on house furnishings and short story writing.

Radio clubs with programs in the field of parent education are now in the sixth year of their existence with interest in them steadily growing. Last year groups were organized in 12 counties with more than 500 members. Club meetings are held every other Tuesday, beginning in early October and ending in April. On alternative Tuesdays book reviews or other supplementary lectures are broadcast with club members assigned to listen in and report on them at their meetings.

A carefully selected study course is outlined by the radio lecturer, a specialist in his field. The theme of study for this year asks, "Is my child growing up?" and deals with problems of the teen age group. Other series have featured infant, pre-school and school children.

The radio speaker prepares, also, detailed program outlines for each meeting, suggesting a procedure for the meeting, giving the subject of the radio lecture, time of the lecture, and proposing questions for discussion. These are put into mimeographed form by KOAC and sent out regularly well in advance of meeting dates. Included in this program material are magazine and book references covering the current topic and the next to come. Before a club adjourns these are announced for background reading or assigned to members for brief reports at next meeting.

Clubs meet at 2:30 p.m., usually, conduct business and have reports on references and supplementary radio lectures, then tune in promptly at 3:00 o'clock for the radio broadcast. The KOAC lecturer takes the first 10 or 15 minutes to answer questions that have been sent in by club members since the last meeting and then devotes the remainder of the half hour to the topic announced for that day. At the conclusion of the broadcast, the radio club chairman turns off KOAC and the group considers questions suggested on the program outline. Immediately after each meeting, the secretary sends to KOAC, on a blank provided by the station, a report of the meeting -- indicating the number present, quality of reception, opinion of the broadcast, and questions on which the group wishes further help. As indicated, the lecturer devotes the first half of his half hour to these problems when he goes on the air two weeks later.

Any group may organize a radio club -- only three homemakers may constitute the club membership. The average size of the groups has been 13 in years past, and a membership greater than 15 to 20 is thought to retard general participation in discussion. Enrollments are made on blanks provided by KOAC and to enrolled clubs are sent the detailed programs and some supplementary material, together with report blanks. The amount of mimeographed material formerly sent to clubs for assignments or supplementary reading has been reduced because of curtailed resources. Now it is possible to send only copies of free federal publications and some mimeographs made available through the National Committee on Education by Radio. The State Library and local libraries have been generous in lending reference books to these clubs.

(Continued on next page)

KOAC LISTENING AND DISCUSSION GROUPS

(Continued from page 10.)

Organizations which have sponsored these radio clubs include Parent-Teacher groups, Home Extension units, the American Association of University Women, Granges, Better Homes in America, Nursery School mothers, Civic and Neighborhood clubs. The majority of these radio clubs have been sponsored by the P.T.A.

Various means have been used to obtain the formation of these listening groups. These include radio announcements during the daily homemakers' programs, printed announcements inserted in the program schedule for the station, a form letter accompanied by an announcement of the series sent to various women's organizations, news articles in newspapers and in the official organs of the Congress of Parents and Teachers and the Federation of Women's Clubs, and announcements made to parent education teachers in their training schools. In one case a Home Demonstration Agent developed clubs in her county and repeated the radio club series over her local station. This was in a county where KOAC was not heard clearly. A county P.T.A. president did the same thing in another county.

The second type of listening group is the High School Girls' League. These organizations tune in on Saturday mornings for the "Half Hour in Good Taste" which is aimed to help the high school girl develop and make the most of her individuality. The programs sponsored and planned by the Associated Women Students, approved by the Dean of Women, and presented by the Oregon State College students deal with a variety of subjects on which young and old wish to be informed. A "question and answer" period is included when inquiries on what to do in certain situations are considered. A College orchestra contributes to the weekly program. The dean of girls in the local school or the president of the Girls' League usually presides over the group meetings.

The third type of discussion group is the study club using correspondence course assignments for program guidance. These groups meet for the Tuesday evening radio lecture on house furnishings or for the Wednesday evening lecture on short-story writing, as the case may be. Members then discuss their problems in the light of the broadcast. Exhibits or demonstration material sometimes supplements these meetings. Enrollment in the correspondence study course is made through the General Extension Division of the Oregon State System of Higher Education. A fee is charged and individuals completing the course satisfactorily receive three college credits. This coordination of radio broadcasts and correspondence courses is the newest venture on the part of KOAC, but it is believed to hold fine possibilities in the field of adult education.

* * * * *

TWO ALTERNATIVES AHEAD

(Continued from page 9)

feed 200 watts into a directional antenna. The antenna will introduce a power ratio gain of approximately 38 in the direction of Hartford. If the system is successful, the programs originating at the College studio will be picked up in Hartford and rebroadcast through the cooperating commercial station.

Later development may consider construction of a state short wave broadcast transmitter, but until the short wave audience has grown to a satisfactory size, and until funds are available for the construction of a powerful State Station, the rebroadcasting of programs by short wave relay through commercial stations seems to be more practicable than the use of an underpowered station which goes on the air for a half-hour a day.

* * * * *

RIGHT OFF THE TELETYPE

(And onto the Hook-Up)

F L A S H ----- Raleigh, N.C.

Gene Knight, N.C.State Alumnus, '35, has gone to work for Frank Jeter. He has charge of radio broadcasting for N.C. Extension Service and State College.

.....

F L A S H ----- Washington, D.C.

Communications Commission has appointed big committee of 40 members -- half broadcasters, half educators -- to bring about that closer cooperation between licensees and educators recommended by Commission to Congress in hearings and report on Section 307 (c) of Communications Act of 1934. Committee meets week of November 18. Milton Eisenhower sits for Department of Agriculture. Full personnel not yet announced. This committee expected to provide clearing house and conciliation point for differences between educators, broadcasters, on matters of schedules, etc. (Read next issue of Hook-Up for complete details.)

.....

F L A S H ----- Washington, D.C.

Land Grant College Association's Radio Committee had most lengthy meeting ever during November 18-20 convention of Association. Heard reports on plan for National Farm and Home broadcast of programs direct from campuses Land Grant Institutions; on project for network program complementing discussion group project of Land Grant Institutions in 39 States; on editorial personnel for handling radio (either institutional station or cooperating station) projects in State Extension Services; and on present status county agent broadcasting. Look for story on this in later issue of Hook-Up.

.....

F L A S H ----- Columbus, Ohio

Gerald Ferris, Kansas State, '25, is taking over management of Ohio State Extension radio programs over institutional and cooperating commercial radio stations. (Looks like a forward pass from Bankhead-Jones new funds to Director Ramsower, then a lateral, Ramsower to McClintock.)

F L A S H ----- Ames, Iowa

Les Combs and rotund gent from Washington visited 8 stations, as many county agents, sundry other citizens in 4-day October swing about State in Extension Ford. Found county agent broadcasting idea spreading, and stations reasonably cooperative. Set-up in Iowa for Farm Flashes and Housekeepers' Chats with county agents and home demons putting them on air part of time is well advanced. (So is the age of rotund gent from Washington, after driving through wind and rain and sunshine. To show effect on r.g.f.w., here is pome he composed on rainy day as Extension Ford crashed through standing pools of water on pavement at 55 m.p.h.):

When hydrostatic pressure

Meets kinetic force

Then is when I guess you're

Right; I need a horse!)

.....

F L A S H ----- Orono, Maine

Bruce B. Miner has taken up the radio editorial work for Maine Extension Service, and Glenn Rule.

.....

F L A S H ----- Washington, D.C.

Alan Dailey and your commentator are now working on a magnum opus of USDA Radio Service. Don't know what to name it yet, but think it will be called the Extension Broadcasting Manual. May change their minds any minute on the name, but will deal with problems of extension broadcasting. Dailey and Salisbury have deadline of December 15 for copy. (So what, did some rude reader say? Why, kiddies, so you will be able (maybe) to get one of the monographs (8pp., mimeographed) by Feb.1st.) For more complete details, read your next Hook-Up.

.....

And so we conclude our Late News Flashes. Your announcer and commentator is

Morse Salisbury
of the Radio Service

TROUBLE DEPARTMENT

While Federal radio workers will naturally be prone to include in this report of experiences in extension broadcasting, mainly the reports of successful undertakings, we don't want to give the impression that we are shutting our eyes to the troubles involving workers on this phase of informational endeavor.

Business Pick-up Brings Difficulties

At present, one of the main troubles of those of us who depend upon the cooperation of commercial licensees in the broadcasting business is that of maintaining schedules. This is a natural sort of trouble, because radio time has become more widely salable in the past several months of returning economic well-being, and increasing radio set ownership. The broadcasters, most of whom have been on short financial rations for many years find it hard to resist the opportunity to sell any time which is desired by a reputable account. Consequently, we find some of our schedules for agricultural broadcasting shifting violently or even completely erased.

This is due to the desire to recoup losses of the past in the way of income, of course. But a considerable element in the industry seems to feel that it is a shortsighted policy. And even those who adopt it, when the gravity of the situation for farm and home informational broadcasting is brought to their attention, reinstate schedules for our broadcasting at convenient time. In the Federal Radio Service, we have had several negotiations during the past few weeks with broadcasters who have cancelled and shifted to hours less convenient for farm listeners' programs which we originate.

Broadcasters on Record

We have called to their attention the conclusions and findings (pp.76-77) advanced by the National Association of Broadcasters in its brief of November 26, 1934, addressed to the Federal Communications Commission Broadcast Division, in the matter of Section 307 (c)

of the Federal Communications Act of 1934, and order No. 1 of the Broadcast Division. In these conclusions and recommended findings the industry exhibited a fine spirit of cooperation for public service broadcasting. For instance, conclusion No. 3 (p.76) reads as follows:

"Commercial broadcasting service in the United States is designed to give a widely varied program service to the entire population which is able to receive such service. It seeks to give due consideration to the desires of all significant minorities, while at the same time always considering the tastes and wishes of the public as a whole. In carrying out the policy just outlined, commercial broadcasting has cooperated and has expressed willingness to cooperate still further with many and varied types of non-profit organizations, and in most instances has done so to their complete satisfaction."

Industry Urges Cooperation

Conclusion No. 9 (p.77) makes the following comment: "It is clear from the record that the interests of the public will best be served by closer and more widespread cooperation between the many groups primarily concerned with public education in its broadest sense, and that such cooperation should be directed toward the development of more effective methods of the use of broadcasting in the general service of education."

Recommended finding No. 4 (p.77) sums up the attitude existing among the commercial broadcasters with respect to cooperation with educational groups in the following words: "That the Federal Communications Commission should actively encourage closer and more widespread cooperation between the commercial broadcasters and the groups primarily concerned with the broader aspects of education, to the end that American broadcasting, with all the advantages of competitive ownership and operation, may make still more rapid

(Continued on next page)

TROUBLE DEPARTMENT
(Continued from page 13)

progress in the future toward providing a completely satisfactory service to the people of the United States.

In our negotiations with broadcasters we have assumed that the same cooperative spirit still exists, have called to their attention the statements of the industry in the 1934 brief, and have pointed out that if that attitude does still exist, the only question to be considered is whether the programs we offer are public service programs. Without exception they have cheerfully conceded that our programs are public service programs, and have reinstated our schedules where they had previously cancelled them, or have agreed to undertake efforts to move our schedules back to more convenient times for farm listeners if investigation finds that the new schedules are not as convenient as the old for farm listeners.

Recommended Procedure

We recommend to extension editors and other radio program administrators that they obtain from the National Association of Broadcasters copies of this brief and study it carefully so that they may understand thoroughly the cooperative attitude toward educational broadcasting which the broadcasters assert is theirs.

As individual instances of troubles on schedules are brought to our attention we are advising that the extension program people approach station operators in the spirit of the industry's brief; seek cooperation, and ask, if cooperation can't be given, for a statement from the station giving the exact reason why.

We will appreciate receiving for inclusion in this periodical, reports of instances of schedule difficulties that arise in connection with extension broadcasting. It is well to be completely informed, of course.

To give an example of the sort of reports which would be helpful in keeping track of developments in this field, here are a couple -- No. 1 from W. D. Porter, Utah Extension Editor; No. 2 from Wallace Moreland, New Jersey Extension Editor:

No. 1 -- "We have had a shake-up in our radio stations in Utah which has left us rather perplexed as to the real status of affairs or what to expect in the future. KSL has cut us off completely, due to commercial demands upon time of the station; KDYL left the NBC network temporarily and did not handle our material; and KLO at Ogden is a subsidiary of KSL. Negotiations are under way, however, to have the college reinstated and to iron out misunderstandings which might have brought about severance of our heretofore agreeable connections with the stations."

No. 2 -- "We junked our home economics program over WOR, effective today, because we were unable to obtain any kind of a break on time. After having our first broadcast cancelled because of the World Series, we were notified that a change would have to be made in the time. That's what we have been trying to avoid, because, with so many study groups organized, it raises ned when they gather for our program and get a crooner instead! So we've given up the radio study group idea as impractical under present conditions. They seemed surprised at WOR that we junked our program; apparently they thought we'd take any crumbs offered and raise no questions. I wonder if before long we shall have the same difficulty with the radio garden club."

Of course, schedule difficulties are not the only ones we face. There are puzzling questions of program technique, relationships with subject matter specialists, and so on. Let's have reports on these matters and especially on how they have been dealt with.

By Way of Dedication

Director Warburton and Director Eisenhower have kindly consented to preside at the laying of the cornerstone. We present their messages:

Extension people, like most educational groups, have approached the radio with some wariness and uncertainty. Lacking a means of accurately measuring the results obtained from broadcasting, extension workers in many cases have been in doubt as to how much time they can profitably put into use of the radio.

I am convinced that, given favorable conditions, we need no longer be uncertain. I believe that the power and usefulness of radio as an informational and educational medium has been amply demonstrated. It is up to the Extension Service to take full advantage of its opportunities. That means not only using radio, but using it effectively.

To me, the evidence contained in this broadcasting news letter is most encouraging, especially the evidence that County Agents are making such efficient use of radio. Broadcasting by County Agricultural, Home Demonstration, and Club Agents has developed greatly in the last two years. I hope and expect that the next two years will see even greater progress.

Few people seriously question any more the value of radio as a means of getting information to the people.

As public servants, we therefore have a very definite responsibility to make use of radio -- along with other media -- to disseminate the facts which it is the function of the Department of Agriculture and the Land Grant Institutions to discover and make available. We must now direct our best efforts to improvement of our radio organization and to perfection of a radio technique.

As one important step in improving organization, I believe the Department of Agriculture and the Land Grant Institutions can and should correlate their broadcasting efforts even more closely than we are doing at present.

I hope that in future issues of The Hook-Up you will all join in discussion of ways and means of effectuating this closer correlation. We in the Office of Information solicit your ideas and suggestions on how we can all do our part in improving agricultural and home economics radio services.



DIRECTOR OF EXTENSION



DIRECTOR OF INFORMATION

